

<b>Notice of Allowability</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/576,895	THOMAS ET AL.	
	Examiner Oanh L. Duong	Art Unit 2155	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1.  This communication is responsive to 12/13/2004.
2.  The allowed claim(s) is/are 1-4 and 6-12.
3.  The drawings filed on 23 May 2000 are accepted by the Examiner.
4.  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a)  All
  - b)  Some\*
  - c)  None
 of the:
  1.  Certified copies of the priority documents have been received.
  2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3.  Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

5.  A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
6.  CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
  - (a)  including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
    - 1)  hereto or 2)  to Paper No./Mail Date \_\_\_\_\_.
  - (b)  including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
7.  DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

#### Attachment(s)

1.  Notice of References Cited (PTO-892)
2.  Notice of Draftsperson's Patent Drawing Review (PTO-948)
3.  Information Disclosure Statements (PTO-1449 or PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4.  Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5.  Notice of Informal Patent Application (PTO-152)
6.  Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_.
7.  Examiner's Amendment/Comment
8.  Examiner's Statement of Reasons for Allowance
9.  Other \_\_\_\_\_.

*Bharat Barot*  
BHARAT BAROT  
PRIMARY EXAMINER

## REASONS FOR ALLOWANCE

1. The following is an examiner's statement of reasons for allowance:

The invention as claimed, claims 1, 6 and 11 include limitations based upon measuring a number of occurrences that each web page falls within each of a series of predetermined entity-specific metrics (such as brand name, company name, domain name), wherein entity is large corporation, small business, individual entrepreneur, organization, and the like who offer their information, products, and/or services to people all over the world via the Internet; and generating a report comparing benchmarks, wherein the report compiles the analyzed statistics from the collected web pages and prioritizes the collected web pages utilizing the predetermined entity-specific metrics. Although systems and methods for generating a report after searching, scoring and prioritizing documents is firmly documented by the cited prior art, the feature "measuring a number of occurrences that each web page falls within each of a series of predetermined entity-specific metrics, and compiling the analyzed statistics from the web pages and prioritizing the web pages utilizing the predetermined entity-specific metrics" is novel and the invention is patentable.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

## **EXAMINER'S AMENDMENT**

2. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Steven B. Kelber (Registration No. 30073) on March 21, 2005

The application has been amended as follows

The title of the invention is changed to: "**System, Method, and Computer Program Product for Analyzing E-commerce competition of an Entity by Utilizing Predetermined Entity-Specific Metrics and Analyzed Statistics from Web Pages**".

The claims have been amended as follows to correct minor informalities:

1. (Currently Amended) A method for analyzing a [[the]] e-commerce competition of an entity, comprising the steps of:
  - (1) collecting pages that are commonly transmitted over a computer network;
  - (2) collecting external data not directly retrievable from said pages;
  - (3) classifying said pages using said external data and said pages according to a series of predetermined entity-specific metrics defining information relevant to the entity;

(4) measuring a [[the]] number of occurrences that each of said pages falls within each of said series of predetermined entity-specific metrics, wherein said measuring step comprises:

parsing content of said pages using predetermined categories of key words;

searching for at least one key word in the predetermined categories; and

scoring a subset of said pages utilizing at least one key word and analyzed statistics based on an amount of key words found on a page;

(5) comparing said number of occurrences that each of said pages falls within each of said series of predetermined entity-specific metrics to a predetermined n-list of values for each of said series of predetermined entity-specific metrics; wherein said n-list represents a selective sampling in order to compare the entity;

(6) delivering a benchmark for the entity based on (5);

(7) repeating steps (1) - (6) to obtain a list of benchmarks for other entities; and

(8) generating a report comparing said benchmark[[s]] with said list of benchmarks, wherein said report compiles the analyzed statistics from said pages and prioritizes said pages utilizing the predetermined entity-specific metrics to combine said analyzed statistics and said external data.

6. (Currently Amended) A system for analyzing a [[the]] e-commerce competition of an entity, comprising:

a downloader for searching a computer network, wherein said computer network contains content commonly transmitted over a computer network;

a page processing module coupled to said downloader for receiving pages downloaded from a search on said computer network, said page processing module identifying a subset of downloaded pages;

an archive module coupled to said page processing module for storing said subset',

a processing module for collecting external data not directly retrievable from said pages;

an archive for storing [[the]] data from the page processing module, the archive module. And the processing module;

a scoring module for classifying said pages using said external data and said pages according to a series of predetermined entity-specific metrics defining information relevant to the entity, which are a result of: parsing content of said pages using predetermined categories of key words; searching for at least one key word in said predetermined categories: and scoring said subset utilizing at least one key word and analyzed statistics based on an amount of key words found on a page; and

a database for allowing said [[a]] scoring module to measure a [[the]] number of occurrences and compare the number of occurrences that each of said pages falls within each of said series of predetermined entity-specific metrics to a predetermined n-list of values for each of said series of predetermined entity-specific metrics; wherein

said n-list represents a selective sampling in order to compare the entity in order to produce a report;

wherein said report delivers a benchmark for each entity and compares [[said]] benchmarks by compiling said analyzed statistics from said pages prioritized utilizing metrics defining information relevant to the entity; and prioritizing said pages utilizing said metrics to combine said analyzed statistics and said external data;

wherein said report is utilized to compare an entity's presence to at least one competitor's presence on said computer network.

11. (Currently Amended) A computer program product comprising a computer usable medium having computer readable program code means embodied in said medium for causing an application program to execute on a computer that develops and interprets e-commerce metrics of an entity, said computer readable program code means comprising:

first computer readable program code means for causing the computer to collect pages that are commonly transmitted over a computer network;

second computer readable program code means for causing the computer to collect external data not directly retrievable from said pages;

third computer readable program code means for causing the computer to classify said pages using said external data and said pages according to a series of predetermined entity-specific metrics defining information relevant to the entity;

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fourth computer readable program code means for causing the computer to measure a [[the]] number of occurrences that each of said pages falls within each of said series of predetermined entity-specific metrics, wherein said measuring step comprises:

fifth computer readable program [[programmable]] code means for parsing content of said pages using predetermined categories of key words; searching for at least one key word in the predetermined categories; and scoring [[said]] a subset of said pages utilizing at least one key word and analyzed statistics based on an amount of key words found on a page;

sixth computer readable program code means for causing the computer to compare said number of occurrences that each of said pages falls within each of said series of predetermined entity-specific metrics to a predetermined n-list of values for each of said series of predetermined entity-specific metrics; wherein said n-list represents a selective sampling in order to compare the entity,

seventh computer readable program code means for causing the computer to deliver a benchmark for the entity based on the fifth computer readable program code means;

eighth computer readable program code means for repeating [[the above]] steps performed by said first to said seventh computer readable program code means to obtain a list of benchmarks for other entities; and

ninth computer readable program code means for generating a report comparing

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said benchmark[[s]] with said list of benchmarks, wherein said report compiles the analyzed statistics from said pages and prioritizes said pages utilizing the predetermined entity-specific metrics to combine said analyzed statistics and said external data.

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Oanh L. Duong whose telephone number is (571) 272-3983. The examiner can normally be reached on Monday- Friday, 8:00AM - 5:30PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Hosain T. Alam can be reached on (571) 272-3978. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

  
BHARAT BAROT  
PRIMARY EXAMINER

O.D  
March 21, 2005